



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 1155.2E
OOB
22 JAN 2009

COMNAVCRUITCOM INSTRUCTION 1155.2E

From: Commander, Navy Recruiting Command

Subj: RECRUITING DISTRICT ASSISTANCE COUNCIL (RDAC) PROGRAM

Ref: (a) BUPERSINST 1001.39
(d) BUPERSINST 1610.10
(c) SECNAVINST 4001.2

1. Purpose. To provide revised and additional information for the Recruiting District Assistance Council (RDAC) Program.
2. Cancellation. COMNAVCRUITCOMINST 1155.2D. Due to extensive revisions, marginal notations are not included.
3. Background. The Chief of Naval Personnel established the RDAC Program in 1972 to assist One-Navy recruiting by joining together the many talents available in Navy-related organizations, the civilian community, and the Navy Reserve. By focusing on common problems and goals in Navy recruiting, the RDAC can enhance Navy recruiting effectiveness within the community. The main program objectives are:
 - a. To provide support in fulfilling the Navy's mission to recruit quality young men and women.
 - b. To increase support and acceptance of the Navy among community Centers of Influence (COI) in order to enhance recruiting effectiveness.
 - c. To assist Navy recruiting in increasing public awareness of opportunities available in today's Navy.
4. Concept. The RDAC is an excellent resource for the Navy Recruiting District (NAVCRUITDIST). The diverse backgrounds of Council members serve to enhance its usefulness to the Navy recruiting effort. The Chairperson of the council is the key to the council's success or failure, and is directly responsible to the Commanding Officer of the Navy Recruiting District. The Chairperson normally uses resources of the Navy Reserve

community (both officer and enlisted), retired active and reserve personnel, Navy-related organizations, various community agencies, and influential leaders of the community to support Navy recruiting.

5. RDAC Organization. NAVCRUITDIST CO's may elect to organize chapters or committees by geographical regions. Each RDAC will have a Chairperson selected by the NAVCRUITDIST Commanding Officer. The Chairperson will work directly with and report to the NAVCRUITDIST Commanding Officer. The minimum level of RDAC involvement should include:

- a. Provide inroads to centers of influence in the community.
- b. Provide direct referrals to local Navy recruiters.
- c. Gain support of the news media.
- d. Assist in the promotion and support of special events enhancing the level of Navy awareness within the community. Experience shows a two-level council is an effective management structure.

(1) Level One. This level comprises a large number of community members who are interested in the Navy and wish to assist where possible, but are unable to provide weekly project assistance. This level may include individuals such as a University Chancellor, City Mayor, and leading professionals (i.e., bankers, lawyers, media owners and managers, etc.). These individuals should receive notification of key meetings and events, recruiting updates (both of the NAVCRUITDIST and overall recruiting in general), and invitations to VIP orientation cruises on ships and at stations. They should not, however, be expected to serve as active members of the RDAC. Level One participants are expected to serve as vital COI and as members of the broader RDAC network.

(2) Level Two. This level comprises the actual working organization of the NAVCRUITDIST supporting RDAC. Council composition consists of the chairperson, committee chairs, and committee members. The following are examples of Committees which may be formed: Referrals Management; High School Liaison; College Liaison; Navy Awareness; Diversity Programs; Friends of the Navy Group Liaison; NROTC/Officer Programs; RDAC Recruiting; Recruiter Recognition; Adopt-a-Station Program; Media Liaison;

Youth Groups Liaison; and Ombudsmen. Additional committees should be established depending upon the needs of particular NAVCRUITDIST and special talents of RDAC members.

(3) Council Membership

(a) A broad base of motivated members, civilian, active, reserve, and retired is highly desirable. Council members should be selected from appropriate Friends of the Navy organizations including; Navy League of the United States; Fleet Reserve Association; Navy Club of the United States of America; Naval Reserve Association; Naval Order of the United States; Naval Enlisted Reserve Association; Service Clubs and other veterans organizations. (The main goal of RDAC is to open doors and not necessarily to attend meetings).

(b) Navy Reservists should be encouraged to participate. Other members might include teachers, school administrators, guidance counselors, campus liaison officers, Blue and Gold Program coordinators, diversity centers of influence, labor group representatives, media personnel, advertising executives, public relations executives, law enforcement officers, civic leaders, youth group program sponsors, Sea Cadet and NJROTC leaders, and ombudsmen. Depending on each District's specific needs, flexibility in the operation of each council is key to successful support.

(4) RDAC Management. The following guidance is provided to aid in the management of the council:

(a) NAVCRUITDIST leadership and key RDAC members should meet on a regular basis, in an informal atmosphere, and discuss meaningful objectives for improving the local recruiting effort.

(b) RDAC members will be made aware of available recruiting aids and provided samples of new recruiting aids as these are distributed.

(c) RDAC members and the NAVCRUITDIST staff should develop a Plan of Action and calendar of events, including civic, patriotic, educational, professional, and special events which could prove productive for Navy recruiting.

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6. NAVCRUITDIST Commanding Officers shall:

a. Designate the RDAC Chairperson in writing and outline responsibilities. The RDAC Chairperson serves at the pleasure of the Commanding Officer for a one year tour with optional reappointment. Since the success of the RDAC depends on effective communication between the Commanding Officer and the RDAC Chairperson, the Commanding Officer may request a replacement at any time.

b. Provide direction and guidance to the RDAC Chairperson and to RDAC members regarding initiatives in supporting the NAVCRUITDIST.

c. Maintain a mailing list of RDAC members.

d. Send out information as necessary to the RDAC members. At a minimum this will be the minutes from the last meeting, Public Affairs Officer calendar of events, and any applicable new notices and/or instructions.

e. Maintain a file of Activity Reports submitted by RDAC members.

f. Coordinate with Navy Operational Support Center (NOSC) CO's to encourage Navy reservists to serve as RDAC members.

g. Ensure the certification of drills performed by Navy reservists in RDAC is provided to the appropriate NOSC as per reference (a).

h. Submit fitness reports and enlisted performance evaluations, as required on RDAC Navy Reservist members in accordance with reference (b).

i. Attend RDAC meetings and important committee meetings.

7. RDAC Chairpersons. The manner and direction in which the chair and RDAC are utilized will conform to the needs of each NAVCRUITDIST.

a. The RDAC Chairperson's principal duty is to create, manage, and maintain an effective RDAC. The NAVCRUITDIST Commanding Officer and the RDAC Chairperson should mutually agree on initiatives and priorities. RDAC Chairpersons should

establish goals, initiate programs, and evaluate the progress of the RDAC.

b. The RDAC Chairperson should be keenly interested and effective in supporting Navy recruiting. Desirable qualities for RDAC Chairpersons and members include:

(1) High motivation with the ability to generate enthusiasm for Navy recruiting.

(2) A compatible personality, capable of developing rapport with all segments of society.

(3) Knowledge of, and access to, Navy and community assets.

(4) Management capabilities to effectively use Navy and community facilities.

(5) Flexible schedule to devote sufficient time to RDAC involvement.

(6) Self-starters requiring minimum direction and guidance.

8. RDAC Responsibilities. Members are responsible for a wide range of activities. Assistance to recruiting stations is vital to the district's mission. Some of the ways members can assist the Navy include, but are not limited to:

a. Carry business cards from the recruiters at the local station to hand out to potential prospects.

b. Provide names of prospects to recruiters.

c. Talk to parents and Delayed Entry Program (DEP) Sailors and answer their questions about the Navy.

d. Attend DEP meetings as a speaker.

e. Write letters to the editors of local papers concerning the Navy and Navy Recruiting.

f. Visit school officials and civic officials with recruiters.

- g. Solicit new RADC members.
- h. Attend job fairs and school visits with recruiters.
- i. Provide assistance at local events that involve recruiters.
- j. Visit ships, submarines and bases when possible and ask Sailors about their experiences in the Navy. Keep abreast of what the Navy is like today.
- k. Assist new recruiters as they integrate into the community. Provide information and support with such things as locating real estate agents, churches and schools for their family. Assist them in integrating into the community.

9. Reserve Support. Navy Recruiting District Commanding Officers are encouraged to contact local Navy Operational Support Center (NOSC) Commanding Officers for assistance with providing Navy Reservist support for recruiting events.

a. Drill Credit

(1) Members in a drill pay status may flex drill with the approval of the Unit Commanding Officer.

(2) Members of the Volunteer Training Unit (VTU) may volunteer to utilize their non-pay drills in support of the local NAVCRUITDIST/NAVCRUITSTA with the approval of their Commanding Officer. Additionally, VTU members are eligible to perform Active Duty for Training (ADT) in a paid status.

b. Funding. NOSC Commanding Officers can assist with identification of a funding source for ADT for direct support of recruitment.

c. Evaluations and Fitness Reports. Reports for Navy Reservists are completed in accordance with reference (b).

10. Gifts and Outside Support. RDACs cannot establish a treasury nor may they collect funds. Friends of the Navy organizations may set aside funds to be offered to the RDAC to support awards banquets and other District activities. RDACs may only accept items that fall within the provisions of reference (c). Questions concerning the legality of a particular gift item should be directed to NAVCRUITCOM (00J).

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11. Navy Recruiter Magazine. The success of the RADC program depends on the free flow of ideas and information among the Navy Recruiting Districts. All RDACs are encouraged to submit articles to the Navy Recruiter Magazine. Submissions should be made to: Commander, Navy Recruiting Command (00P), 5722 Integrity Drive, Millington, TN 38054, phone (901) 874-9346.

/s/

R. R. BRAUN

Deputy

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